GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Industries & Commerce Department – Formalisation of MSMEs under Raising and Accelerating MSME Performance (RAMP) - Resumption of survey of Micro, Small, and Medium Enterprises (MSMEs) in the State w.e.f 4.11.2024 and to facilitate their registration on Udyam Portal or Udyam Assist Platform, as applicable – Orders – Issued.

INDUSTRIES & COMMERCE (PROG-I) DEPARTMENT

G.O.Ms.No.75 Dated.19-11-2024

Read the following:

1. G.O.Ms.No. 42, Ind. & Com. (COORDN.) Dept., Dated: 13-08-2020.
2. The Spl. CS to Govt. & CIP vide his email dated.15.09.2022.
3. G.O. Ms. No. 85, Ind. & Comm., (Prog-I) Dept., dated. 08.12.2022.
4. G.O.Rt. No.9, Ind. & Com. (Prog-I) Dept., Dated: 11-01-2024.
5. G.O. Ms. No.24, Ind. & Com. (Prog-I) Dept., Dated 23-02-2024.
6. Govt. Memo. No.2355417/Prog-I/A2/2024, Dt:26/03/2024.
7. MoU signed between Ministry of MSME-GoI and Department of Industries and Commerce-GoAP on 27th June-2024.
8. Deliberations of the review meeting on MSME sector, under the chairmanship of the Hon'ble Chief Minister held on 12-09-2024.
9. Deliberations of the Video-conference by the Secretary, Industry & Commerce and Food Processing with the District Collectors held on 15.11.2024, highlighting the learnings of the Pilot Survey conducted in Guntur District.

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ORDER:

In reference 5th read above, the Government have issued comprehensive guidelines to identify MSMEs across all sectors, through a survey to formalize them. Subsequently, mobile App based MSME Survey was conducted in the State, during the period 1st -March 2024 to 17th March-2024, capturing the details of 1.32 Lakh MSMEs from the State. This survey was conducted by utilizing the services of Engineering Assistants (EAs) at the village secretariat and Ward Amenities Secretary (WAs) at the ward secretariat in their respective jurisdiction. Due to enforcement of Model Code of Conduct from 17th March 2024 for General Elections-2024, Government have issued directions (vide reference 6th read above) to stop the survey till the end of the elections.

2. As on 21st October 2024, only about 10.12 lakh MSMEs from the State obtained Udyam registrations, against the estimated number of 33.78 lakh MSMEs in the State (as per the 73rd round of the National Sample Survey in 2015-16), with a significant gap of over 23.66 lakh MSMEs in AP remain unregistered in Udyam Portal. In this context, the Government now aims to resume the MSME Survey comprehensively to obtain clearer understanding of Industry requirements and to identify gaps in technological, production, and managerial skills across MSME units, so that the state can foster a more competitive industrial ecosystem, boost MSME productivity and innovation.

(P.T.O)

a. The survey will map MSME requirements for certifications such as ZED and LEAN, improving quality and marketing capabilities.
b. Skilling and re-skilling initiatives, will be designed based on the survey's findings, addressing industry needs for technological, production, and managerial skills.
c. The collected data will further guide the development of sector-specific infrastructure, such as common facility centers, enhancing MSME productivity and competitiveness.
d. This initiative will support long-term policy formulation, fostering a business-friendly environment and improving the Speed of Doing Business in the State.

3. The MSME Formalization Survey will be conducted under the supervision and guidance of District Collectors, with the General Managers of District Industries Centres (DICs) designated as district nodal officers to coordinate among stakeholders.

a. The district nodal officers shall ensure smooth communication and data flow across all involved parties.
b. Under the leadership of District Collectors, Sachivalayam staff (Welfare Assistant, Digital Assistant, Agricultural Assistant, Veterinary Assistant, ANM, Village Survey Assistant, Mahila Police, Panchayat Secretary, VRO, Engineering Assistant & Energy Assistant etc.) shall conduct the survey through Mobile Survey App, with Mandal or Corporation Level Special Officers overseeing the survey activities and coordinating with field surveyors.
c. District Collectors may also nominate additional personnel at the district level to assist in the survey as needed.
d. The revamped MSME Survey being launched will again approach the 1.32 Lakh MSMEs covered during the earlier MSME Survey, to collect additional information for facilitating Udyam registration at the time of survey itself, as well as planning necessary interventions for development of MSMEs in the State.
e. To ensure effective formalization, the AP MSME One Portal will be integrated with the Udyam Portal.
f. An online dashboard will be developed by AP MSME DC to monitor survey progress at the district, mandal, and village levels.
g. District Collectors will have access to their own dashboards for monitoring progress, while Commissioner of Industries and AP MSME DC will track state and district-level performance through dedicated dashboards to ensure timely completion of the survey.
h. The survey is expected to be completed by 1st February 2025.

4. Government, after careful examination of the matter, hereby accord permission to conduct revamped MSME survey for the formalisation of MSMEs within the State, as part of Formalisation of MSMEs intervention proposed under RAMP. The indicative timeline for conducting the MSME Survey is given below and the District Collectors are requested to ensure that the Survey is completed within the time frame given.

Timeline for completing various tasks under the MSME formalization initiative:

#	Activity	End by Date	Responsibility
1	Finalisation of MSME Survey App	15.11.2024	AP MSME DC/TCS
2	Conduct training of GM-DICs and ZM-APIIC	25.11.2024	AP MSME DC/ Directorate of Industries
3	Training of Mandal level Special Officers, Municipal Commissioners, ADCs and Special Officers etc.	27.11.2024	GM-DICs/ZM-APIIC
4	Training of Village/Ward Secretariat Functionaries	28.11.2024	MPDOs, Municipal Commissioners, ADCs
5	Mapping of Village/Ward Secretariat Functionaries, finalizing areas of survey to be undertaken, coordination with GM-DICs & ZMs for local industrial areas	29.11.2024	MPDOs, Municipal Commissioners, ADCs
6	Commencement of Survey	29.11.2024 onwards	Ward Secretariat & Village Secretariat Staff
7	Random check by supervisory officers and final survey to cover the missing MSMEs based on the analysis of the Report	17.01.2025	Mandal/Corporation Supervisory officers
8	Completion of Survey	01.02.2025	District Collectors

5. Coordination between all departments and stakeholders is essential for the seamless execution of the survey, while necessary training on the Mobile Survey App will be provided to stakeholders. A dedicated technical support team will be made available to address any challenges during the survey process. The coverage of this formalization initiative and the responsibilities of various stakeholder departments / agencies for the MSME survey and support are given at Annexure-1.

6. The CEO, AP MSME Development Corporation, AP, and the Director of Industries and all the line Departments and agencies shall take necessary action accordingly. The concerned department and agencies shall issue necessary instructions to their district and sub-district officials, accordingly. The Secretary of Industries shall conduct periodic reviews of the district-wise progress as needed to ensure the survey's success.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

N. YUVARAJ
SECRETARY TO GOVERNMENT & CIP

To
The CEO, AP MSME Development Corporation, Vijayawada.
The Director of Industries, APIIC Towers, Mangalagiri.
The VC & MD, APIIC, Mangalagiri.
The Director, GV/WV & VS/WS Department, AP Secretariat.
The MA&UD Department, AP Secretariat.
The Energy Department, AP Secretariat.
The Panchayat Raj and Rural Development, AP Secretariat.
The Skills Development and Training Department, AP Secretariat.
The Labour Factories, Boilers & IMS Department, AP Secretariat.
The GV/WV & VS/WS Department, AP Secretariat.
The Commissioner & Director, Municipal Administration, Tadepalli.
The Commissioner, Panchayat Raj & RD, Tadepalli.
The CEO, SERP.
The CEO, AP State Skill Development Corporation, Tadepalli.
The Commissioner, Handlooms and Textiles, Mangalagiri.
The Commissioner & Director, Mines and Geology, Ibrahimpatnam.
The Director of Sugar & CC, Tadepalli.
The CEO, Food Processing Society, Vijayawada.
All the District Collectors.
The CMDs of all 3 DISCOMs in the State.
Copy to:
The P.S. to Chief Secretary to Government.
The P.S. to Principal Secretary to Government, GV/WV & VS/WS Department.
The P.S. to Secretary to Government & CIP, Food Processing I&C Dept.
The P.S.to Principal Secretary, H&T.
The P.S to Principal Secretary, Sugar.
The P.S. to Prl. Secretary to Government, Mines & Geology.
SF/SC

// FORWARDED :: BY ORDER//

SECTION OFFICER

Annexure-1 of the GO on the Revamped Survey for the MSME Formalization in the State of Andhra Pradesh

Responsibilities of District Collector:

District Collectors play a crucial role in providing this oversight by issuing instructions to municipal commissioners and MPDOs and Mandal & District level Special Officers, and monitoring progress.

- The District Collectors, of all concerned districts are instructed to take necessary action accordingly to conduct and facilitate the Survey, resolve issues if any with the assistance of AP MSME DC and Industries Department.

- The Districts Collectors shall also issue necessary instructions to their districts and sub-district officials and shall appoint Mandal and Corporation Level Special Officers to monitor the conduct of surveys by Sachivalayam Staff under the purview of Ward Secretariats and Village Secretariats.

- The District Collectors shall also conduct meeting with the MSME associations, Chambers of Commerce, representative of trade associations and explain the objectivity and methodology of the survey and request to communicate to the MSME entrepreneurs.

- Actively engage with MSMEs, by conducting press meets, Mandal level and Municipal level stakeholders' meetings involving the MSMEs, Associations / Chambers and trade associations of MSMEs and Bankers. A pre-survey visit to MSMEs to sensitize them about MSME survey, fix indicative date and time for conducting the MSME survey, and intimating them about the information/documents required for successfully conducting the MSME survey and Udyam Registration process.

Responsibilities of Multiple Stakeholders for the Survey are as follows:

Department / Corporation/ Stakeholder	Roles and Responsibility
Village/Ward Secretariat Functionaries	As frontline representatives, functionaries of Village and Ward Secretariat Department will play a vital role in the MSME survey. • Responsible for implementing the survey at the ground level. • Actively take part in training conducted by respective MPDOs and Municipal Commissioners for Mandal, Municipalities & Nagar Panchayats.

(P.T.O)

	• Based on available sources of data (like trade license data, power connection details, data as per factories and establishments act etc.), identify MSMEs in their jurisdiction, for covering under the MSME Survey within the stipulated timeline. • Actively engage with MSMEs, by conducting pre-survey visit to MSMEs in their jurisdiction to sensitize them about MSME survey, take appointment for conducting the MSME survey, and intimating them about the information/ documents required for successfully conducting the MSME survey. • Reach out to respective MPDOs (at village level) and Municipal Commissioners (Mandal, Municipalities & Nagar Panchayats) as applicable for query resolution. • For Municipal Corporations, reach out to team of ADCs and their team for query resolution. • At the end of the data collection, provide an undertaking confirming that all the businesses in their purview have been surveyed and any errors have been fixed before closure of the survey.
MPDOs/ Special Officers	• Work with GM-DIC to understand the survey objective, survey methodology, data collection and data validation processes within the mandal. • Work with Ward/ Village Secretariat Staff to plan and execute data collection. • Cross-verify at least 5% of the data randomly selected from the collected data at the mandal level. • Resolve issues with help of GM-DICs and ensure success of the survey
Municipal Commissioners/ Special Officers	• For Municipal corporations, issue necessary instructions to ADCs and other Commissionerate staff to coordinate with GM-DICs to execute the tasks listed below. • For municipalities, Nagar panchayats, work with GM-DIC to understand the survey objective, survey methodology, data collection and data validation processes within the municipality.

	• Work with Ward Secretariat Staff to plan and execute data collection. • Cross-verify at least 5% of the data randomly selected from the collected data. • Resolve issues with help of GM-DICs and ensure success of the survey.
GM - District Industries Center (DIC)/ Zonal Managers - APIIC	• Provide Local Support: GM-DICs are essential for providing district-level support and facilitating communication between the survey team and local MSMEs. • Submit daily and weekly reports to District Collectors and assist them during reviews. • Validate Data: GM-DICs to collaborate with the survey team to validate and cross-verify at least 1% of the data randomly selected from the collected data at the district level. • Provide a help desk at the DIC office. • Attend review meetings by the CEO, AP MSME DC and take appropriate action to resolve issues. • Provide a closure report at the end of the survey covering the total units approached and total businesses covered.

A. Coverage and Rolling Out of Survey under the Formalization initiative

1. The survey will cover all immovable businesses, covering manufacturing sector, services sector as well as trade and retail businesses.
2. The Survey shall be facilitated by Village/Ward Secretariat (GV/WV & VS/WS) Department in collaboration with APIIC, Directorate of Industries, District Industries Centres, MPDOs and District Collectors. Andhra Pradesh MSME Development Corporation (AP MSME DC) will be the state nodal agency.
3. The Survey will be conducted through the staff of village secretariats and ward secretariats in their respective jurisdiction through the mobile phones already made available by the Department of GV/WV & VS/WS. The mobile app can be downloaded from the Google play store. The survey will span over a period of next 3 months, covering more than 24 lakhs MSMEs data. Any extension in the survey period will be decided later.

4. The MSME Survey and Support Questionnaire is divided into 5 sections that will capture 1) Details required for Udyam Registration (Enterprise Details, Promoter Details, Investment & Turnover Details, Product & Service Details, Consent for Udyam Registration etc.) 2) Additional details for MSME formalization, sector specific questionnaire and 3) Credit Assistance details 4) Employment and Human Resource details 5) Marketing Details.

5. The MSME survey will be conducted using a mobile app and the reports generated will be verified for accuracy. The progress of the survey will be visible online at **https://APMSMEONE.ap.gov.in.** to the officers validating the data. The detailed survey data so collected will be owned by the Department of Industries and Commerce which can be shared to other concerned departments on requirement basis and approvals. The mobile app along with its data storage and processing capabilities, the technical partner of AP MSME DC will follow applicable standards as per the G.O.Ms.No.3, ITE&C Department.

6. The District Collectors, Municipal Commissioners, MPDOs, GM-DICs, ZMs APIIC shall all receive orientation/ training in planning and executing the survey. GM-DICs and ZM-APIIC will get trained by AP MSME DC and in turn GMs & ZMs will train MPDOs, Municipal Commissioners, ADCs etc. GM-DICs/ ZM-APIIC will also inform the District Collector on the process.

7. MPDOs and Municipal Commissioners and ADCs, in turn, shall conduct training to the Staff of Village/ Ward Secretariats in the district. Additionally, a training video of the MSME Survey and support app will be made available by AP MSME DC, which will used by GM-DICs/ ZM-APIIC to complement training at all levels.

B. Responsibilities of Multiple Stakeholders for the Survey as follows:

I. Line Departments/ Agencies

Department / Corporation/Stakeholder	Roles and Responsibility
Village/Ward Secretariat (VS/WS) Department	• Administrative Oversight: GV/WV & VS/WS Department should provide seamless administrative oversight for the Village/Ward Secretariats involved in the survey. • Human Resource Allocation: Ensure the allocation of necessary resources to guarantee the smooth implementation of the survey in your administrative areas.

MA&UD Department	• To instruct the Urban Local Bodies to provide all the required support for the survey. • To instruct the ULBs to provide the data of Trade Licenses issued by the Urban Local Bodies to cover all the eligible MSMEs in their jurisdiction. • To utilize the data, thus generated, in the AP-MSME-ONE portal, fully for monitoring the employment opportunities in the ULB, duly integrating their websites through API interface
Panchayat Raj and Rural Development Department	• To instruct the Gram Panchayats to provide all the required support for the survey. • To instruct the GPs to have the data of Trade Licenses issued by them to cover all the eligible MSMEs in their jurisdiction. • To utilize the data, thus generated, in the AP-MSME-ONE portal, fully for monitoring the employment opportunities in the GPs, duly integrating their websites through API interface. • To instruct SERP for providing necessary support for the survey.
Energy Department	• To instruct the DISCOMs to provide the Number of Industry Electricity connections of MSMEs and to provide Number of Commercial Electricity connections to ascertain the eligible MSMEs on trade and business side. • To provide other supportive data, if available.
Labour and Employment Department	• To instruct the district officials to ensure that they participate in the survey and share the database available with them, for effective conduct of the survey. • To utilize the data, thus, generated for the effective integration with the existing database of the department.
Factories Department	• To instruct the district officials to ensure that they participate in the survey and share the database available with them, for effective conduct of the survey. • To utilize the data, thus, generated for the effective integration with the existing database of the department.

Directorate of Industries	• Align with Policies: Collaborate with AP MSME DC to align survey outcomes with existing and future industrial policies. • Stakeholder Engagement: Actively engage with industrial stakeholders to ensure their understanding of the survey's importance and encourage their participation. • Joint Directors to oversee the overall execution of formalization initiative followed by a weekly review by the Commissioner of Industries.
Commissioner-Handlooms and Textiles; Director-Mines and Geology; Director- Sugar; CEO-AP Food Processing Society	• To instruct the district officials to ensure that they participate in the survey and share the database available with them, for effective conduct of the survey. • To conduct the stake holders meeting at the District and Mandal level and create awareness about the program. • To utilize the data thus generated, for the effective integration with the existing database of the department.
CEO, SERP	• To instruct the PD, DRDA to utilize the network of SHGs available in the State to ensure that no eligible women MSMEs are missed in the survey. • To conduct the stake holders meeting at the District and Mandal level and create awareness about the program. • Also, to share the database available with the DRDA, regarding rural employment, for arriving and covering all the eligible MSMEs in the survey.
APIIC (Andhra Pradesh Industrial Infrastructure Corporation)	• Collaborate Effectively : APIIC's collaboration is crucial in identifying and registering MSMEs in industrial areas. Ensure effective coordination between the survey team and industries in Industrial Areas. • Support Data Collection: Support the survey team in obtaining accurate data from industrial areas under their purview. Instruct IALAs to assist the EA/WAS in conducting the survey.

	• To conduct the stakeholders meeting at the District and Mandal level and create awareness about the program. • ZMs to coordinate locally with IALAs and ensure the inclusion of MSMEs within their respective localities.
AP State Skill Development Corporation	• To coordinate with AP-MSME-DC and to identify the skill needs, that are elicited by the MSMEs, for planning and including in their future programmes. • To have an area/cluster based approach to cover all the MSMEs.
Discoms	• To provide the data related to the Industrial connections data and commercial connections data (GP wise and ward wise) any other relevant data, so as to cover all the MSMEs in the survey.
Andhra Pradesh MSME Development Corporation (AP MSME DC)	• Coordinate Efficiently: AP MSME DC is the nodal agency, responsible for overall coordination. • AP MSME DC shall ensure efficient collaboration among all stakeholders involved in the survey. • Data Compilation: AP MSME DC is tasked with compiling and organizing the survey data which will be fed into AP MSME One Portal. • Take up awareness activities in order to support effective implementation of the survey. • To create API interface through AP- MSME-ONE with concerned departments, so as to have the data flow both ways for effective build-up of database on MSMEs. • Also, to involve the Industry Associations of MSMEs so as to ensure that no eligible MSME is missed in the survey.

N. YUVARAJ
SECRETARY TO GOVERNMENT & CIP